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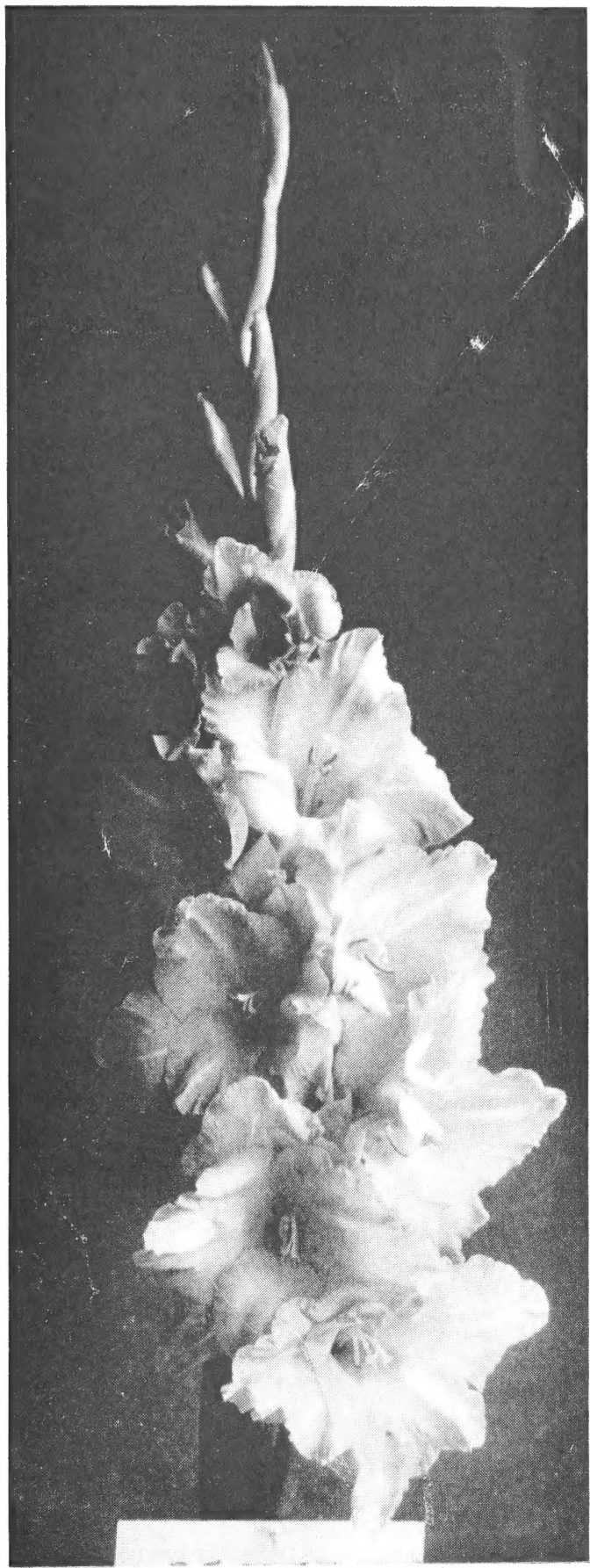
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U. S. Department of Agriculture

# *Scheer Gladiolus*



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CUT COURTESY OF NEW ENGLAND G. S. PHOTO BY SCHEER

**EGLANTINE**

*SCHEER on a Glad = STERLING on Silver*

# VERY SPECIAL OFFERS

## This is Your Chance to Really Save Money

Frankly, the object of these Special Offers is to get you acquainted with Scheer Quality Glads. Compare the Collection prices with the regular prices — you will find the savings offered to be substantial, and well worthwhile.

Needless to say, collections will have to be taken 'as is' — no changes can be made.

Collection No. 1 — All Large Bulbs. At Regular Prices - \$36.50

SPECIAL PRICE - \$26.60

5 - WHITE GOLD

5 - MARSEILLAISE

1 - DELILAH

1 - PHOEBE

1 - GENGHIS KHAN

1 - BURGUNDY

1 - EGLANTINE

1 - SHOOTING STAR

10 - GARDENIA

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Collection No. 2 — Same as above in Medium Bulbs. At Regular Price - \$26.60

SPECIAL PRICE - \$17.80

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Collection No. 3 — Same as No. 1, but in Small Bulbs. At Regular Price - \$19.55

SPECIAL PRICE - \$13.00

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Collection No. 5 — Bulblets

10 - White Gold, 1 - Delilah, 1 - Eglantine, 1 - Genghis Khan, 5 - Marseillaise, 5 - Phoebe, 3 - Burgundy, 5 - Shooting Star, 50 - Gardenia.

Regular price of above - \$5.35

SPECIAL PRICE - \$3.60

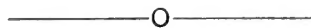
## *...Foreword...*

Another season has come and gone, and, looking back at the season just closed does not leave any too pleasant memories: 1943 has been, without question, the least satisfactory season to date for me.

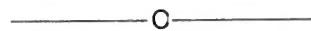
No experienced grower ever expects a perfect season - those may happen once or twice in a very long lifetime - but he does hope to get at least a few breaks. This year Nature must have felt in a particularly malevolent mood, at least so far as our section was concerned, for she seemingly unleashed every baneful agency at her disposal. The spring was late, with cold, wet weather for weeks on end, with not even a peek at the sun for weeks, and this weather dragged on well into early summer. Not only was planting delayed by weeks, but the stuff that was planted took weeks longer to germinate than usually. We did have a few weeks of fine weather in July, but it did not last long, and there followed a period of weeks which was marked by virtually continuous high winds. August and September were unusually dry months, yet we never once sprayed but what we had a brief, but violent rainstorm that completely nullified any effect from the spraying.

As was to be expected under the circumstances, the blooming of all varieties was delayed for weeks and weeks, and, when they finally did bloom, the high winds and fierce rain squalls raised havoc with them. While I had planned strongly on showing all of my varieties, as well as many seedlings, at the shows, only White Gold, which happens to be one of the very earliest of all glads, was ready for showing.

In the glad game, as in any other, one has to be a good sport and take things, which he cannot control, as they come along - so here's hoping that next season will more than make up for the past season's disappointments. One thing is certain: it could not possibly be worse.



Owing to the very unfavorable season just closed, which made it impossible to properly appraise several seedlings still under trial, only one new introduction is offered for the 1944 season, one that has been under critical observation by several glad experts, as well as myself, and which has won their unreserved approval- as well as blue ribbons in the seedling classes at the major shows where it was entered in 1943. The color of this new introduction is unlike that of any glad now in circulation, a very rich, deep salmon. The name of the new introduction is Delilah and a full description will be found further on in this announcement.



All Scheer Gladiolus offered in this announcement have been thoroughly tried and all have proven their quality by winning many awards at major shows throughout the United States and Canada. The descriptions in this announcement are just plain, accurate word pictures, based strictly upon fact. I have many letters from fans, saying that my descriptions do not do justice to Scheer Glads: that may well be true since my soil is far from ideal and since my descriptions are based entirely upon my own observations and records.





CUT COURTESY OF NEW ENGLAND G. S.

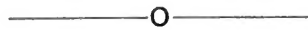
**WHITE GOLD**

## WHITE GOLD - (Maid of Orleans X Picardy )

First introduced in 1941, White Gold has already swept the continent and has established itself as the leading cream variety of to-day. Florists have called it the best cream commercial on the market and have advised growers to stock up on it. Growers have begun to buy White Gold in ever larger quantities which means that White Gold will soon be found on all markets. One of the desirable features of White Gold is its extreme earliness - White Gold is one of the very earliest of all glads. It is also one of the most robust of all glads, with broad, heavy foliage and corms that appear to be immune to all diseases.

While very impressive as a single spike, the great value of White Gold lies in the fact that it is ideal for mass display in vase, basket or spray. The florets are never crowded on the spike, although perfectly placed, and each spike presents an appearance of grace. The rich cream of the petals blends into a rich gold in the throat.

For the second year in succession, a twenty-five spike display of White Gold, entered by Mr. Wendell W. Wyman, won the highest award in its class at the New England Glad. Soc. Boston Show in 1943, and against very keen competition. A basket of White Gold, entered by the writer, was awarded a rosette, the highest award obtainable, at the 1943 Midwest Show at Chicago, as the best commercial basket in the show.



### Description of White Gold

A large decorative.

**Color** - A rich cream, blending into a light gold throat, with no markings.

**Florets** - Wide open, with very heavy, exceptionally broad, slightly ruffled petals; placement excellent with never any crowding on spike; 5-7 open, with 5-6 showing color, on a 19-21 bud spike. Floret size - Under ordinary field culture, the florets run consistently 6" and up for the lower florets, the size diminishing gradually upward on the spike, giving it a pleasing tapered effect. Reports received from fans tell of florets of White Gold as large as 8½", and I have myself measured florets of 7½". On almost any wellgrown spike the petals will be found to be 3 inches and over in breadth.

**Spike** - Very tall and straight, growing to 60 inches and over.

**Plant** - One of the strongest growing and most vigorous of all glads, with broad, lush foliage. Corms clean and healthy, with many large bulblets which germinate practically 100% and make large bulbs the first season.

**Please Note** - White Gold has inherited from its Picardy parent the trait of producing rather short flowerheads from small or young bulbs, but large bulbs produce normally proportioned flower-heads with 19 to 21 buds.

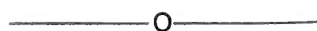
Because of the extraordinary vigor of White Gold, the entire plant and spike become very heavy, which means that, with shallow planting, they are very apt to lean over after heavy rains, especially in clay soil. **PLANT WHITE GOLD bulbs DEEP.**

Prices for 1944 - per each

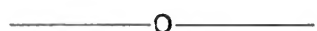
No. 1-\$.70, No. 2-\$.60, No. 3-\$.50, No. 4-\$.40, No. 5-\$.30, No. 6-\$.20

Ten bulbs of any size at eight times the single price

Bulblets - Two - \$.15, Ten - \$.60, Twenty - \$1.00

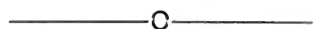


The following was recently received from one of America's oldest and best known hybridists: "White Gold has been in fine bloom for us for about ten days. It is both showy and beautiful. Please accept my congratulations for having originated this outstanding new glad."



A large grower in Puerto Rico, who bought some White Gold last spring, wrote that it was the strongest growing gladiolus that he had ever seen and, in a later letter he said that he was looking forward to planting 5,000 White Gold **each month.**

Sometime back I left a few spikes of White Gold with some of the large wholesale florists in Milwaukee. A few days later I received a letter from a member of Milwaukee's largest wholesale florists, which read something like this: The spikes of White Gold which you left at our store a few days ago surely created a sensation in our office. Your description of White Gold is entirely too modest. It is sure to become one of the greatest commercials in the country. Upon this florist's advice one of his growers later bought 5,000 White Gold.



## 1944 INTRODUCTION

DELILAH - ( Mrs. S. A. Errey X Picardy )

A new large flowered formal type, distinct in color from any glad on the market.

**Florets** - Large, ruffled, 7-9 open, with 5-6 showing color on a 21 bud spike; florets well attached and faultlessly placed, on a strong, straight spike; size 5½ - 6½".

**Color** - A rich, deep, clear salmon, blending into a light cream throat without markings.



The color must be seen to be appreciated.

**Spike** - Strong and straight, up to 50" and over.

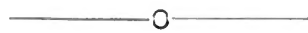
**Plant** - Strong and vigorous, with broad, heavy foliage. Excellent bulblet maker and bulblets grow easily and attain large size first season. Midseason - 85 - 95 days.

**PLEASE NOTE** - Delilah will fade in the sun. Open spikes indoors.

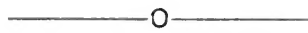
Prices for 1944 - per each

Large - \$5.00, Medium - \$3.50, Small - \$2.50

Bulblets - One - \$.50, Ten - \$4.00



Delilah, exhibited, under seedling number, for the first time in 1943, won blue ribbons at the Illinois and Wisconsin Shows. It scored 88 at a Wis. G.S. Seedling Meeting in 1941. It looks like a very valuable addition to the salmon class.



## EARLIER INTRODUCTIONS

EGLANTINE ( Picardy X Seedling [Coryphee X Mrs. P. W. Sisson] )

(See illustration on cover page)

A very large formal or exhibition pink of exceptionally appealing color and form.

**Florets** - Rounded, wide open, and firmly attached; placement excellent; substance very heavy and petals heavily ruffled. Opens 8-10, with 4-5 showing color, on a 19-21 bud spike. Floret size up to 7¼".

**Color** - Rich, clear, warm pink of extraordinary appeal, blending into cream in the throat; no markings.

**Spike** - Straight and strong, height 45-50".

**Plant** - Strong and healthy, with heavy foliage. Bulblets produced freely. Mid-season, 85-100 days.

**NOTE** - For some reason, bulblets of Eglantine showed a tendency, this past season, to be very slow in germinating - possibly the extremely wet fall of 1942 may have had something to do with this. At any rate, I have never before encountered this difficulty. I planted some 700 bulblets in a cold frame and was considerably disturbed when I did not see them come up with other bulblets planted at the same time. At the time I ascribed

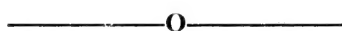
the failure of the bulblets to germinate to the ravages of the field mice, which continued their depredations, begun the previous fall, on the seeds and bulblets planted; gassing the drain tile under the frame finally got rid of the mice. Very belatedly, the bulblets began to germinate and eventually at least 95% grew, even the very tiny ones, so that the trouble was apparently due to a 'lazy' disposition. I sincerely hope that this 'laziness' on the part of the bulblets was only a passing whim, and that they will again germinate as satisfactorily as they have always done in the past.

Prices for 1944 - per each

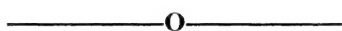
The 1944 prices on Eglantine will be the same as the 1943 prices since stocks are still small.

Large - \$15.00, Medium - \$12.00, Small - \$10.00

Bulblets - One - \$1.50, Four - \$5.00



Unfortunately, the extremely unfavorable growing season prevented Eglantine from being entered at any shows in this section the past summer. In 1942 Eglantine created quite a stir wherever it was shown, winning blue ribbons in every class where it was entered and also winning the seedling cup of the Connecticut G.S. Competent judges have called it the outstanding introduction of the decade.



GENGHIS KHAN - ( Beltane [ Mrs. P. W. Sisson x Comm. Koehl ] X Picardy )

A striking, deeply ruffled, large pink.

**Color** - Medium light pink, blending to almost white in the throat, which has no markings.

**Florets** - Wide open, well faced and spaced; substance heavy, petals so deeply ruffled as to be actually 'corrugated', and slightly laciniated. Florets very large - up to 6¾", 6-7 open, with 5-6 showing color, on an 18-21 bud flowerhead.

**Spike** - Straight and strong, height 45-50".

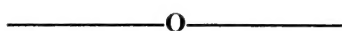
**Season** - 75-80 days.

**Plant** - Healthy, with good foliage; good bulblet producer and bulblets germinate well.

Prices for 1944 - per each

Large - \$5.00, Medium - \$3.50, Small - \$2.00

Bulblets - Each- \$.50, Ten - \$4.00



Genghis Khan was one glad that gave an outstanding performance the past season - when most other varieties succumbed to the atrocious growing conditions. It was a pleasure to see the long rows of perfect spikes in my patch, all of them of show quality - only too late for the shows. However at one of the shows a spike entered by another grower was runner-up for the most beautiful spike in the show.

The ruffling in Genghis Khan is really unique, being the deepest that I have seen - actually giving a corrugated effect.

## MARSEILLAISE - ( Aida X Pelegrina )

A rich, glowing, deep crimson-scarlet that is fade-proof.

**Color** - Deep, glowing crimson-scarlet, with narrow cream lines on the throat petals that add greatly to its appearance.

**Florets** - Large (up to 6¾"), well placed and spaced on a long flower head with up to 25 buds.

**Spike** - Tall, stiff, and strong, up to 60-65".

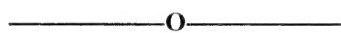
**Plant** - Strong, with healthy, deep green foliage; good bulblet maker and bulblets grow well.

**Season** - Late — 95-105 days.

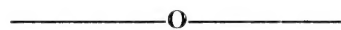
Prices for 1944 - per each

Large - \$.75, Medium - \$.50, Small - \$.35 Ten of any size at eight times the single price.

Bulblets - Two - \$.15, Ten - \$.60, Twenty - \$1.00



Winner of many blue ribbons, and grand champion at the 1941 Wisconsin Show, Marseillaise is among the leaders in its color class. A fine exhibition and an excellent commercial glad.



## PHOEBE - ( Sdlg. [ Mrs. P. W. Sisson X Coryphee ] X Picardy )

An imposing formal pink.

**Color** - Bright, medium pink.

**Florets** - Wide open, round, well placed and spaced in an exceptionally long flowerhead; opens 10-12, with 6-7 showing color; floret size up to 6-6½".

**Spike** - Heavy, straight, and tall - up to 60-65".

**Plant** - Strong, vigorous grower, with healthy, heavy foliage; bulblet production excellent and bulblets germinate well.

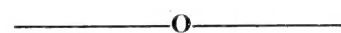
**Season** - 85-95 days

**Note** - Because the spikes and flowerheads are so massive, they may require staking.

Prices for 1944 - per each

Large - \$2.00, Medium - \$1.50, Small - \$1.00

Bulblets - One - \$.20, Ten - \$1.50



## BURGUNDY - ( Commander Koehl X Picardy )

A striking red.

**Color** - Glowing, rich, velvety crimson - a true red, without a trace of either orange or blue - with narrow pencil lines of cream on the throat petals that greatly enhance its effect.

**Florets** - Heavily frilled and ruffled, exceptionally well placed on a very long flowerhead, with up to 12 open, making a striking long ribbon of color; florets 4½-5".

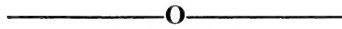
**Spike** - Always straight, with perfect flowerhead - **but rather short stem.** Height 40-45".

**Plant** - Strong, healthy grower, and excellent producer of large bulblets which germinate and grow well. Season - 75-85 days.

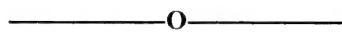
Prices for 1944 - per each

Large - \$1.50, Medium- \$1.00, Small - \$.75

Bulblets - one - \$.15, Ten - \$1.00



Despite its rather short stem, Burgundy has never, to my knowledge, failed to win the blue ribbon in any class, in any show where it was entered. It always attracts many admiring spectators, and especially professional florists, who pronounce it a great commercial glad. During the past season I discovered in my planting some half-dozen plants which produced spikes of virtually ideal proportions: those plants were marked and, with their bulblets, will be grown separately. I hope that, through selection, I may be able to rectify Burgundy's one fault, namely the shortness of its stem, but, even as it is, Burgundy is a grand red and a consistent winner at the shows.



## SHOOTING STAR - ( Maid of Orleans X Picardy )

A medium sized exhibition cream, with many open on a very long flowerhead.

**Color** - Rich cream self, with faint lavender lines deep in throat.

**Florets** - Plain petaled, exceptionally well placed and spaced on a very long flowerhead, with 9-11 open and 6-7 showing color, 23 buds. Floret size, 4½".

**Spike** - Straight, height 50-55".

**Plant** - Strong, healthy grower and good bulblet producer; bulblets germinate and grow well.

**Season** - 80-90 days.

Prices for 1944 - per each

Large - \$1.50, Medium - \$1.00, Small - \$.75

Bulblets - One - \$.15, Ten - \$1.00



## GARDENIA - ( Maid of Orleans X Apricot Glow )

A cream decorative.

**Color** - Light cream, or milk white, with light golden throat.

**Florets** - Petals pleasingly waved, giving them a very artistic appearance; florets gracefully placed on the wiry stem, 4-6 open, with an equal number showing color; size up to 4½-5".

**Spike** - Tall, slender, yet stiff, and always straight as an arrow - have yet to see the first crook. Height 40-50".

**Plant** - Strong, healthy grower, with long, rather narrow leaves of distinctive blue-green color; prolific producer of bulblets which grow like weeds.

**Season** - 75-85 days.

Prices for 1944 - per each

Large - One - \$.08, Ten - \$.70, Medium - One - \$.06, Ten - \$.50 Small - Ten - \$.35  
Bulblets -100-\$.40

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Gardenia, which now has been on the market for some time, is gaining constantly in popularity. It is a flower that appeals especially to those artistically inclined because of its very graceful appearance, and it is a great favorite with both florists and growers. It is one of the most dependable of all varieties, never failing to produce perfect spikes, even during periods of unusual summer heat. Gardenia blends exceptionally well with any other varieties.

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## A LITTLE GLAD CHAT

Has it ever occurred to you that it is not many years since the gladiolus was nothing more than just another home garden flower, like the petunia, nasturtium or marigold?

Consider its scope in the flower world to-day! From virtually nowhere it has become to-day perhaps the most important commercial flower in the entire field. But a few years back, even after it had established itself as an important commercial variety, its season was a relatively short one because it was practically limited to the length of the blooming season of glads in that particular section since long distance shipping had not been developed to the stage where it is to-day. To-day glads may be bought at any florist's shop, any day in the year, because many tens of thousands of acres are grown in Florida for the sole purpose of supplying cut glads for the American and Canadian trade, throughout the interim between crops in other sections, and because new methods of shipment assure the arrival of the cut bloom in acceptable shape anywhere in the country.

There can be little question but what the phenomenal gain in popularity of the gladiolus has been due in no small measure to the almost equally phenomenal development of the gladiolus itself during the past decade or two, but whether or not, it is certain that the two have had a mutually stimulating effect upon each other: the increased demand for glads by the trade encouraging growers to grow them in ever increasing volume, and the demand from growers for better glads spurring on the breeders to greater effort - and the end as yet nowhere in sight.

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What do you expect from your glads—and what do your glads expect from you?

Some folks seem to think that all that is necessary to win blue ribbons and gold medals is to buy some bulbs of the good varieties. To be sure that is an excellent beginning, but—it takes a lot more than that to gather prizes at the shows.

To begin right, let us not forget that glads are living organisms that respond, like any other living thing, to favorable or unfavorable influences of weather, available food, soil etc. Sure, glads will grow in a fashion in any sort of ground, but it requires study and care to get the utmost out of them.

There is the matter of the weather: unfortunately, important as that is, it is one thing that we cannot control—the best that even the most ardent and expert grower can do there is to hope and pray. But a great deal can be done along other lines.

Take the soil: no matter whether your soil is light or heavy, it must be worked up into proper condition—and to good depth—to allow the roots to go deep in search of the food the plants need, and also to fit the soil to absorb and to hold the necessary supply of moisture. If you have not had your soil tested by all means do so now. Some soils are naturally acid while others are alkaline: glads prefer a soil decidedly toward the acid side or even slightly acid. The ideal soil contains a goodly amount of humus, or decomposed vegetable matter—the best source of humus is barnyard manure, straw, green manure plowed under, preferably in the fall, peat, well rotted leaves, or any other vegetable matter. Humus renders the soil friable and porous and helps it to retain moisture. Get your soil in good conditions and you have a good part of your work done.

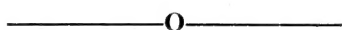


As for fertilizers: these are of two kinds, organic and mineral. The organic fertilizers are mainly nitrogen compounds, the commonest of which is ammonia. The mineral elements required by plants are many, but two of them, potash and phosphorus are the most important. Most soils contain potash and phosphorus but many do not have enough of one or the other, or of both. Here, again, a soil test is invaluable for determining what elements are needed and how much of them. Good barnyard manure will supply a part of the food required by plants but it does not supply all, so that recourse must be had to commercial fertilizers in addition in most instances. The best rule about the use of fertilizers is to find out, through soil tests, what your ground lacks and then supply it.

Water: All plants must feed, but, unlike animals, they have no means for foraging for their food at any distance from their stationary position, nor have they the masticating organs of animals: they must have their food within reach of their root system, and in the form of solution in water, in which form — and only this form — their roots can take up the food. Hence it follows that, in order to be able to feed at all, it must have available, **at all time**, sufficient food dissolved in water — restrict the amount of water and you hinder the growth; restrict it below the minimum required to maintain life and your plant dies. Remember these facts and heed them when watering.

Weeding: Weeds need food to grow, as do all other plants, hence weeds allowed to grow in your patch rob your glads of a lot of food; furthermore, if allowed to grow tall enough, they will interfere with the circulation of air which is required by the leaves as a source of the carbon dioxide. Keep the weeds down to a minimum so that your glads can get the food they require.

Stock: Never plant diseased or even suspicious stock. Some glad infections can be fully controlled through the use of dips or dusts, but some cannot. In case of uncertainty as to the cleanness of your stock, play safe by using one of the dips known to be effective before planting; this will also destroy any thrips that may have wintered over on the bulbs. If, during the growing season, any diseased plants appear, pull, or better still, dig them and **burn them**.



**Please Note** — While the utmost care is taken to have all stocks pure and true to name, occasional errors are possible in spite of all precaution. While I shall be very glad to correct any error that may occur, I shall not be liable beyond replacement of the item that was found to be untrue.

All prices quoted in this announcement include delivery charges, provided that your order amounts to at least \$1.00; no orders for less than \$1.00 solicited. Remittance to accompany all orders. Small orders will be sent by parcels post **WHEN WEATHER CONDITIONS MAKE SUCH SHIPMENTS SAFE**. Orders amounting to \$5.00 or more will be forwarded by insured express at any time. Small orders will be sent by insured express only if the purchaser will pay the shipping charges. While the express company assumes all risk of damage from freezing or other causes on all insured shipments, any claims for such damage must be made promptly upon receipt of any damaged shipment, therefore **EXAMINE YOUR SHIPMENT IMMEDIATELY UPON RECEIPT** and, in case of damage, **REPORT THE RECEIPT OF SHIPMENT IN DAMAGED CONDITION** to your express agent **IMMEDIATELY** — Your failure to do this will place the liability entirely upon you, — with no recourse.



Yours, for a happy and successful Glad Season,

**GEO. H. SCHEER, M. D.**

**Gladiolus Breeder**

**910 New York Avenue**

**Sheboygan, Wisconsin**